

State Government to Issue a Series of Financial Challenges During *Utah Saves Week*

Salt Lake City, Utah - On Tuesday, February 22, 2011, at 10 a.m., Governor Herbert and Senator Pat Jones will present and sign SCR 2 – Financial Responsibility Concurrent Resolution in the Gold Room of the State Capitol. The Legislature has shown support for personal financial responsibility by passing this resolution.

The resolution designates the last week of February as “Utah Saves Challenge Week” and encourages Utahns of all ages to increase their financial literacy through a series of financial challenges. Utah Saves is a statewide coalition of nonprofit, corporate and government groups helping individuals and families save and build wealth.

“The statistics on finance are staggering. Sixty-three percent of credit card holders do not know their credit score and many Utahns would have almost no income without Social Security,” said Jones. “With the help of a subcommittee, I have created a series of financial challenges which are specifically geared toward helping Utahns achieve financial freedom. I invite all Utahns to participate in these challenges during Utah Saves Week and report back to us throughout the week.”

The challenges include financial action items such as ordering a credit report and FICO score, joining www.utahsaves.org, signing up for a free budgeting class, tracking every expense for one day, holding a financial conversation with one’s family, and bookmarking the new Believe in Your Future financial website.

The challenges will be tracked via a live poll on the Imagine A Happier You website (www.imagineahappieryou.com) and all Utahns will be invited to log their challenges on that site. Utahns can also download a financial challenge passport for the week on the Imagine a Happier You website. At the end of the week, the results will be tallied and Utahns’ financial habits will be presented at a closing event to be held at the State Capitol Board Room on Monday, February 28 at 10:30 a.m.

“I am really looking forward to our closing event because it will directly tap into Utahns’ financial health and I invite those who have completed the challenges to attend. Families who have successfully completed the challenges will be given the opportunity to win a prize through a raffle that day,” said Jones.

The closing event will also introduce Utahns to Believe in Your Future (www.believeinyourfuture.org), a multi-faceted initiative of the Utah Council on Financial and Economic Education (UCFEE) to promote financial knowledge and economic education. UCFEE is chaired by the Utah State Treasurer and includes participation by more than 50 private and public entities.

The subcommittee for creating and promoting Utah Saves Challenge Week are comprised of Utah Saves, USU Extension, Zions Bank, AAA Fair Credit Foundation, Deseret Media Companies, Imagine A Happier You, the Utah State Office of Education, Finance in the Classroom, Junior Achievement City, Utah Educational Savings Plan, and United Way.